

ORDER

Orders

Order / Rev: 210881

Alt Order #: WOC10953230

Product Desc: NEWSOME FOR GOVERNOR 2018/CM

Estimate: 2068 4/30-5/6/2018

Flight Dates: 04/30/18 - 05/06/18

Original Date / Rev: 04/26/18 / 04/30/18

Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade

Sales Office: N-PH

Sales Region: National

Agency

Name: Sadler Strategic Media

Buying Contact:

Billing Contact:

12103 Viewcrest Rd.

Studio City, CA 91604

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Newsom for California Governor 2018

Demographic: A35+

Product Codes: Local/State Candidate

Priority: P-03

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-CAND

New Business Thru:

Order Separation: 00:20:00

Advertiser External ID:

Agency External ID:

Unit Code: General

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/06/18	65	\$68,450.00	\$58,182.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	65	\$68,450.00	\$58,182.50	0.00
Totals	65	\$68,450.00	\$58,182.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$68,450.00
Market	100%	\$228,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$22,816.67
KNTV	20%	\$45,633.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	11%	\$25,098.33
KTVU	29%	\$66,168.33
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGO	04/30/18	05/02/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	111----	:30	3	\$100.00	P-03	0.00	NM	3	\$300.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		04/30/18	05/06/18	111----			3	\$100.00	0.00						

Order / Rev: 210881
 Alt Order #: WOC10953230
 Flight Dates: 04/30/18 - 05/06/18

Advertiser: Newsom for California Governor 2018
 Product Desc: NEWSOME FOR GOVERNOR 2018/CM
 Estimate: 2068 4/30-5/6/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	111----	3	\$100.00		0.00								
N 2	KGO	04/30/18	05/03/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	- 111---	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	- 111---	3	\$350.00		0.00								
N 3	KGO	04/30/18	05/04/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	-- 111--	:30	3	\$400.00	P-03	0.00	NM	3	\$1,200.00
(Program: GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	-- 111--	3	\$400.00		0.00								
N 4	KGO	04/30/18	05/04/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	1- 1- 1--	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
(Program: LIVE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	1- 1- 1--	3	\$300.00		0.00								
N 5	KGO	04/30/18	05/03/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	- 111---	:30	3	\$800.00	P-03	0.00	NM	3	\$2,400.00
(Program: THE VIEW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	- 111---	3	\$800.00		0.00								
N 6	KGO	04/30/18	05/04/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	11-- 1--	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	11-- 1--	3	\$200.00		0.00								
N 7	KGO	04/30/18	05/03/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	11- 1---	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	11- 1---	3	\$200.00		0.00								
N 8	KGO	04/30/18	05/04/18	5p-530p News M-F ABC7 5p News	CM	Cc 5p-530p	11- 11--	:30	4	\$450.00	P-03	0.00	NM	4	\$1,800.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	11- 11--	4	\$450.00		0.00								
N 9	KGO	04/30/18	05/04/18	6p-7p News M-F ABC7 6p News	CM	Cc 6p-7p	- 1111--	:30	4	\$500.00	P-03	0.00	NM	4	\$2,000.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	- 1111--	4	\$500.00		0.00								
N 10	KGO	04/30/18	05/04/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1-- 11--	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
(Program: JEOPARDY)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	1-- 11--	3	\$900.00		0.00								
N 11	KGO	04/30/18	05/04/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	1- 1- 1--	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
(Program: WHEEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	1- 1- 1--	3	\$900.00		0.00								
N 12	KGO	04/30/18	05/01/18	Tues Prime Hour A Tue Prime Hour 1	CM	Cc 8p-9p	- 1-----	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
(Program: ROSEANNE/MIDDLE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 04/30/18		05/06/18	- 1-----	1	\$2,000.00		0.00								
N 13	KGO	04/30/18	05/01/18	Tues Prime Hour B Tue Prime Hour 2	CM	Cc 9p-10p	- 1-----	:30	1	\$3,000.00	P-03	0.00	NM	1	\$3,000.00
(Program: BLACKISH/SPLITTING UP)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 210881
 Alt Order #: WOC10953230
 Flight Dates: 04/30/18 - 05/06/18

Advertiser: Newsom for California Governor 2018
 Product Desc: NEWSOME FOR GOVERNOR 2018/CM
 Estimate: 2068 4/30-5/6/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- 1 - - - -			1		\$3,000.00		0.00				
N14	KGO	04/30/18	05/01/18	Tues Prime Hour C Tue Prime Hour 3	CM	Cc 10p-11p	- 1 - - - -	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
(Program: FOR THE PEOPLE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- 1 - - - -			1		\$1,500.00		0.00				
N15	KGO	04/30/18	05/02/18	Wed Prime Hour A Wed Prime Hour 1	CM	Cc 8p-9p	- - 1 - - -	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
(Program: GOLDBERGS/ALEX)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - 1 - - -			1		\$2,500.00		0.00				
N16	KGO	04/30/18	05/02/18	Wed Prime Hour B Wed Prime Hour 2	CM	Cc 9p-10p	- - 1 - - -	:30	1	\$6,000.00	P-03	0.00	NM	1	\$6,000.00
(Program: MOD FAM/AM HOUSEWIVES)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - 1 - - -			1		\$6,000.00		0.00				
N17	KGO	04/30/18	05/02/18	Wed Prime Hour C Wed Prime Hour 3	CM	Cc 10p-11p	- - 1 - - -	:30	1	\$3,000.00	P-03	0.00	NM	1	\$3,000.00
(Program: DESIGNATED SURVIVOR)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - 1 - - -			1		\$3,000.00		0.00				
N18	KGO	04/30/18	05/03/18	Thurs Prime Hour A Thu Prime Hour 1	CM	Cc 8p-9p	- - - 1 - -	:30	1	\$5,000.00	P-03	0.00	NM	1	\$5,000.00
(Program: GREYS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - - 1 - -			1		\$5,000.00		0.00				
N19	KGO	04/30/18	05/03/18	Thurs Prime Hour C Thu Prime Hour 3	CM	Cc 10p-11p	- - - 1 - -	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
(Program: QUANTICO)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - - 1 - -			1		\$1,500.00		0.00				
N20	KGO	04/30/18	05/04/18	Fri Prime Hour A Fri Prime Hour 1	CM	Cc 8p-9P	- - - - 1 -	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
(Program: ONCE UPON A TIME)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - - - 1 -			1		\$1,500.00		0.00				
N21	KGO	04/30/18	05/04/18	Fri Prime Hour B Fri Prime Hour 2	CM	Cc 9p-10P	- - - - 1 -	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
(Program: MARVEL SHIELD)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - - - 1 -			1		\$2,000.00		0.00				
N22	KGO	04/30/18	05/04/18	Fri Prime Hour C Fri Prime Hour 3	CM	Cc 10p-11P	- - - - 1 -	:30	1	\$2,500.00	P-03	0.00	NM	1	\$2,500.00
(Program: 20/20)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	- - - - 1 -			1		\$2,500.00		0.00				
N23	KGO	04/30/18	05/06/18	11p-1135p Late News MCM ABC7 11p News	Cc	11p-1135p	11- 1- 11	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
(Program: NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	11- 1- 11			5		\$800.00		0.00				
N24	KGO	04/30/18	05/03/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	Cc	1135p-1237a	1- 11- - -	:30	3	\$400.00	P-03	0.00	NM	3	\$1,200.00
(Program: KIMMEL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/30/18	05/06/18	1- 11- - -			3		\$400.00		0.00				
N25	KGO	04/30/18	05/04/18	Nightline 1237a-107a M-F M-F 1237a-107a	Cc	1237a-107a	1- - - 1- -	:30	2	\$200.00	P-03	0.00	NM	2	\$400.00
(Program: NIGHTLINE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 210881
 Alt Order #: WOC10953230
 Flight Dates: 04/30/18 - 05/06/18

Advertiser: Newsom for California Governor 2018
 Product Desc: NEWSOME FOR GOVERNOR 2018/CM
 Estimate: 2068 4/30-5/6/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	1- - - 1- -			2		\$200.00	0.00					
N26	KGO	04/30/18	05/06/18	6a-10a News SaSu ABC7 6a-10a News/GMA	CM	Cc 6:00 AM-9:00 AM (6:00 AM-9:00 AM)	- - - - - 1 1	:30	2	\$150.00	P-04	0.00	NM	2	\$300.00
(Program: NEWS/GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	- - - - - 1 1			2		\$150.00	0.00					
N27	KGO	04/30/18	05/06/18	1135p-12a News Extra 3M ABC7 1135p News	CM	Cc 1135p-12a	- - - - - 1 1	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
(Program: LN EXT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	- - - - - 1 1			2		\$400.00	0.00					
N28	KGO	04/30/18	05/06/18	This Week 8a-9a Su This Week	CM	Cc 8a-9a	- - - - - 1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
(Program: THIS WEEK)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	- - - - - 1			1		\$1,000.00	0.00					
N29	KGO	04/30/18	04/30/18	Mon Prime Hour C Mon Prime Hour 3	CM	Cc 10p-11p	1- - - - -	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
(Program: THE CROSSING)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	1- - - - -			1		\$2,000.00	0.00					
N30	KGO	04/30/18	04/30/18	Mon Prime Other A Mon Prime Other A	CM	Cc 8:00 PM-10:00 PM2 (8:00 PM-10:00 PM)	- - - - -	:30	2	\$4,000.00	P-03	0.00	NM	2	\$8,000.00
(Program: DANCING WITH THE STARS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	2- - - - -			2		\$4,000.00	0.00					
N31	KGO	04/30/18	05/06/18	NBA Conf Day Semi-Fin 6M NBA Conf Weekend Semi-Fin	CM	Cc 12:30 PM-3:00 PM- (12:30 PM-3:00 PM)	- - - - - 1	:30	1	\$4,000.00	P-03	0.00	NM	1	\$4,000.00
(Program: NBA PLAYOFFS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		04/30/18	05/06/18	- - - - - 1			1		\$4,000.00	0.00					
													Totals	65	\$68,450.00